

**Governor's P-20 Council
Communication Committee Meeting
June 13, 2007 @ 3:30 p.m.
Meeting Notes**

Location: 1700 W. Washington, 6th Floor Conference Room B, Phoenix, Arizona

P-20 Members Present: Paul Luna, Amy Besing, Cathy McKee (telephonic), Dr. Jim Zaharis and Susan Budinger

Guests and Staff: Bob King, Cheri St. Arnauld, Dr. Carol Peck, Gene D'Adamo, Dennis Mitchem, and Marilee Dal Pra, Debra Raeder, Darcy Renfro, Lauren Kielsmeier, and Erin Hart

1. Call to Order & Welcome

Paul Luna called the meeting or order at 3:36 p.m., welcomed everyone and asked those present to introduce themselves.

2. Update and Discussion: Communications Plan

Paul Luna updated the Committee on the present status of the effort to get a scope of work prepared for a communication plan and out to a vendor. Paul indicated that at the last Committee meeting it was noted that there were several other communications plans being planned and that staff had been directed to pursue what these efforts were while finalizing the scope of work for the communications plan. Staff indicated that the Arizona Board of Regents, the Arizona Community Foundation, and the Early Childhood Board, and others, have launched, or are planning to launch, communications plans. It has also been determined that at least some of these efforts are being developed by the same public relations firm. Paul asked the Committee if there was consensus to engage in discussion with these organizations, determine if we could develop at the very least a collaborative relationship in the development of our plans, as well as the possibility of developing an integrated communications plan approach. The outcomes of these discussions may determine whether we proceed to release a scope of work for an RFP or whether to pursue a vendor from the state's procurement list rather than proceed with an RFP process. After discussion, the Committee agreed that the Chair and staff engage in or continue discussions with these organizations to determine the appropriate course of action and report back to the Committee as expeditiously as possible.

4. Next Steps

Staff will arrange a meeting with the various organizations to determine the extent to which a collaborative communications effort can be developed and/or partnerships formed and will report this information back to the Committee.

5. Call to the Public

There were no requests from the public to address the Committee.

6. Adjournment

There being no further business or discussion, the meeting was adjourned by the Chair at 4:36 p.m.